

Communication skills

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Content

- Definition
- Principles facilitating communication Process
- Important positive doctor behavior
- Basic key factors in the communication process.

Continue....

- Difficulties in communication
- Verbal communication
- Non-verbal communication
- Rapport building techniques
- Key points

*In the art of medicine there are three factors---
the disease ,the patient , and the doctor....It is
not easy for the ordinary people to understand
why they are ill or why they get better or worse ,
but if it is explained by someone else , it can
seem quite a simple matter---if the doctor fails
to make himself understood he may miss the
truth of the illness.*

The forgotten Art

Elliot-Binns E 1978

Communication

*The successful passing of a message
from one person to another*

Factors interfering with patient satisfaction

- Poor communication
- Physician insensitivity
- Office foul ups eg Appointment delay

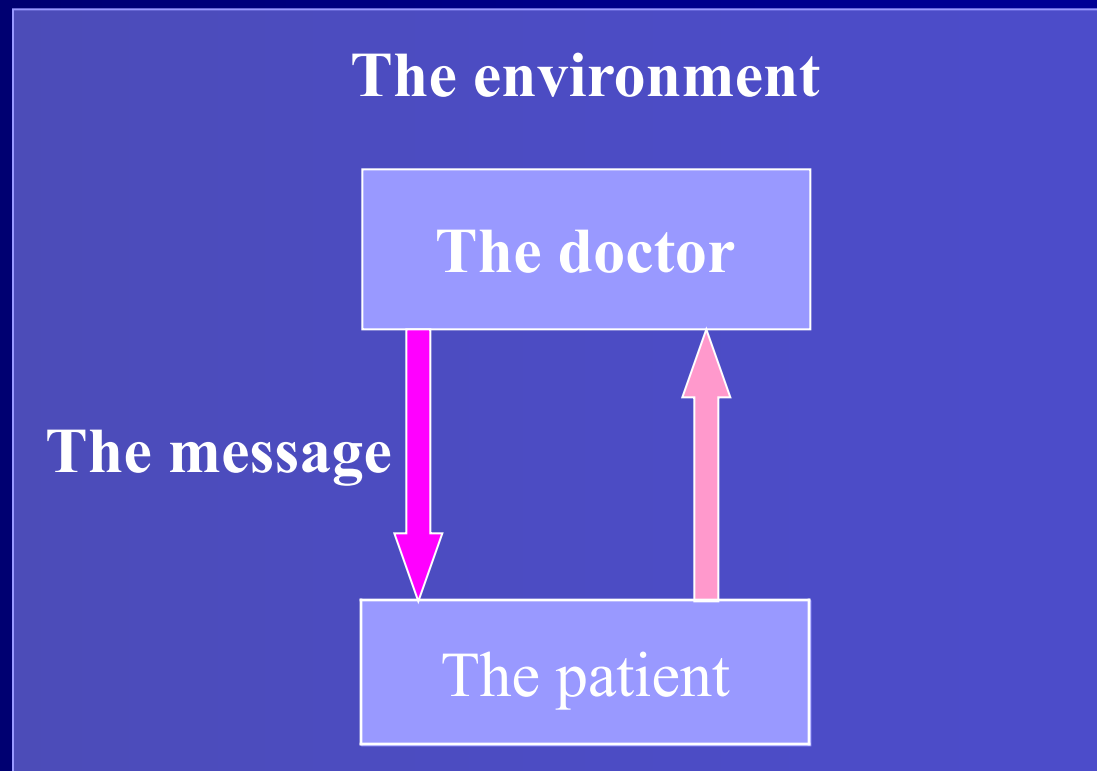
Principles facilitating the Communication Process

Effective communication depends on four factors:

1. The doctor (sender)
2. The patient (recipient)
3. The message
4. The environment

Principles facilitating communication Process

The four key factors affecting communication



Environment

Factors adversely influencing communication:

Waiting room

Poor physical layout

Length of waiting time

Time pressure

busy noisy sense of urgency

Physical factors

Desk barrier inappropriate layout

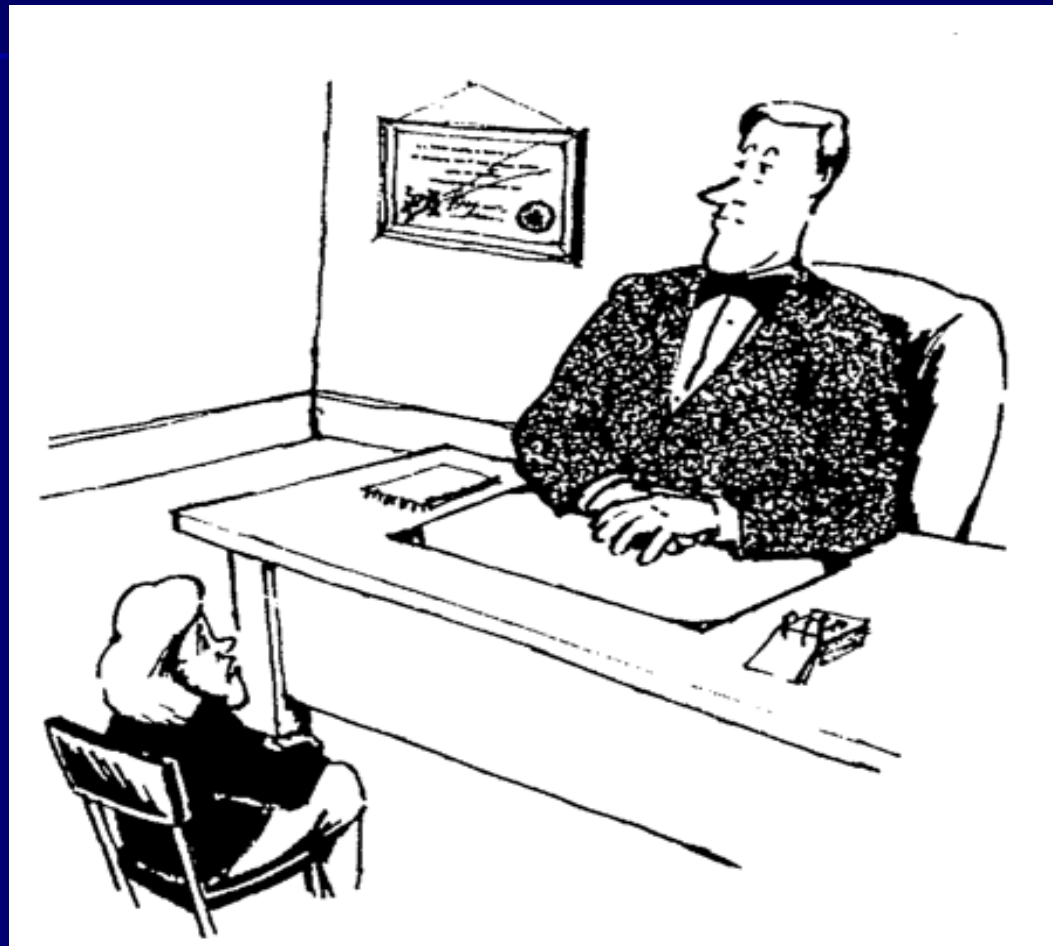
poor record system

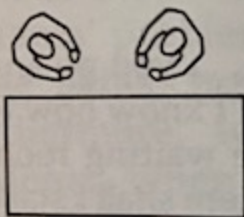
substandard examination couch

Privacy

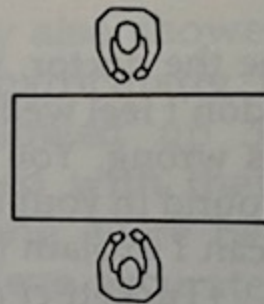
undressing sound interruptions

Physical barrier

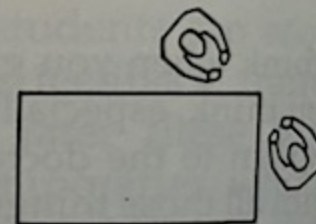




Co-operation



Confrontation



Conversation

Doctor

Positive doctor behavior

At first contact

- * Make the patient feel comfortable.
- * Be unhurried and relaxed.
- * Focus firmly on the patient.
- * Use open ended questions.
- * Make appropriate reassuring gestures.

Attitudes

Caring

Empathy

Respect

Interest

Concern

Responsibility

Trust

Sensitivity

Confidence

Competence

Rapport

- The development of communication skills that instill in patients a sense of confidence and trust by conveying sincerity and an interest in their care and well-being.

Doctor-patient interaction

- Poor past relationship and experiences
- Personal differences
- Communication skills of doctor and patient
- Personal honesty and integrity of both in dealing with difficult messages.
- Psychosocial problems.
- Familiarity between patient & doctor.

Message

Negative communication related to the message

- **Language difficulties**
- **Complex problems**
- **Emotional problems**
- **Uncertainty and doubt**

Communicating Strategies

- Modify language
- Avoid jargon
- Clear explanations
- Clear treatment instructions
- Evaluate pt's understanding
- Summarize and repeat
- Avoid uncertainty
- Avoid inappropriate reassurance

Active listening

Listening includes four essential elements :

- Checking facts
- Checking feelings
- Encouragement
- reflection

Follow up

- Ensure pt obtains results
- Ensure any promised follow-up is carried out.
- Arrange referral if inadequate response to Rx
- Act as an advocate if necessary.

Patient

- Age
- Gender
- Senses
- Handicapped
- Attitudes :aggressive
hostile demanding
- Anxious ,depressed
- Demented
- Malignancy
- Social class
- Ethnic group
- Education

Verbal and Non-verbal communication

Verbal communication

- Verbal interchange
 - *Close ended questions
symptoms , PMH, FMH, psychosocial data
 - *Open ended questions
Tell me about it.
- Slips of tongue, and major areas of omission
- By the way
- “Calling card” “ticket to the doctor”
- Avoid medical jargon

Nonverbal communication

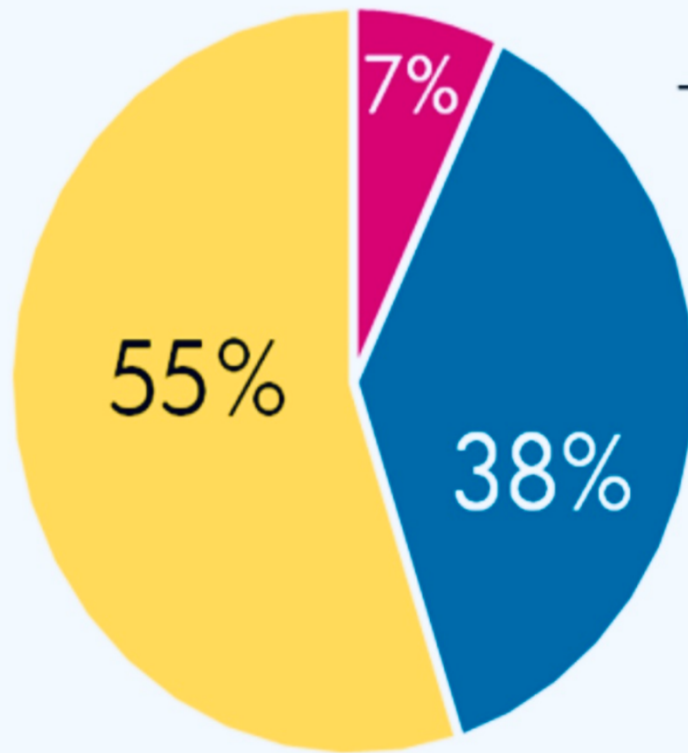
“Body language”

It is the most important feature of the communication process.

- Impact of the message(silent message study by Mehrabian 1971) 3V

Verbal (words)	7%
Vocal(Tone of voice)	38%
Visual body language (Non-verbal)	55%

Telephone	verbal	15%
	vocal	85%
Email	verbal	100%



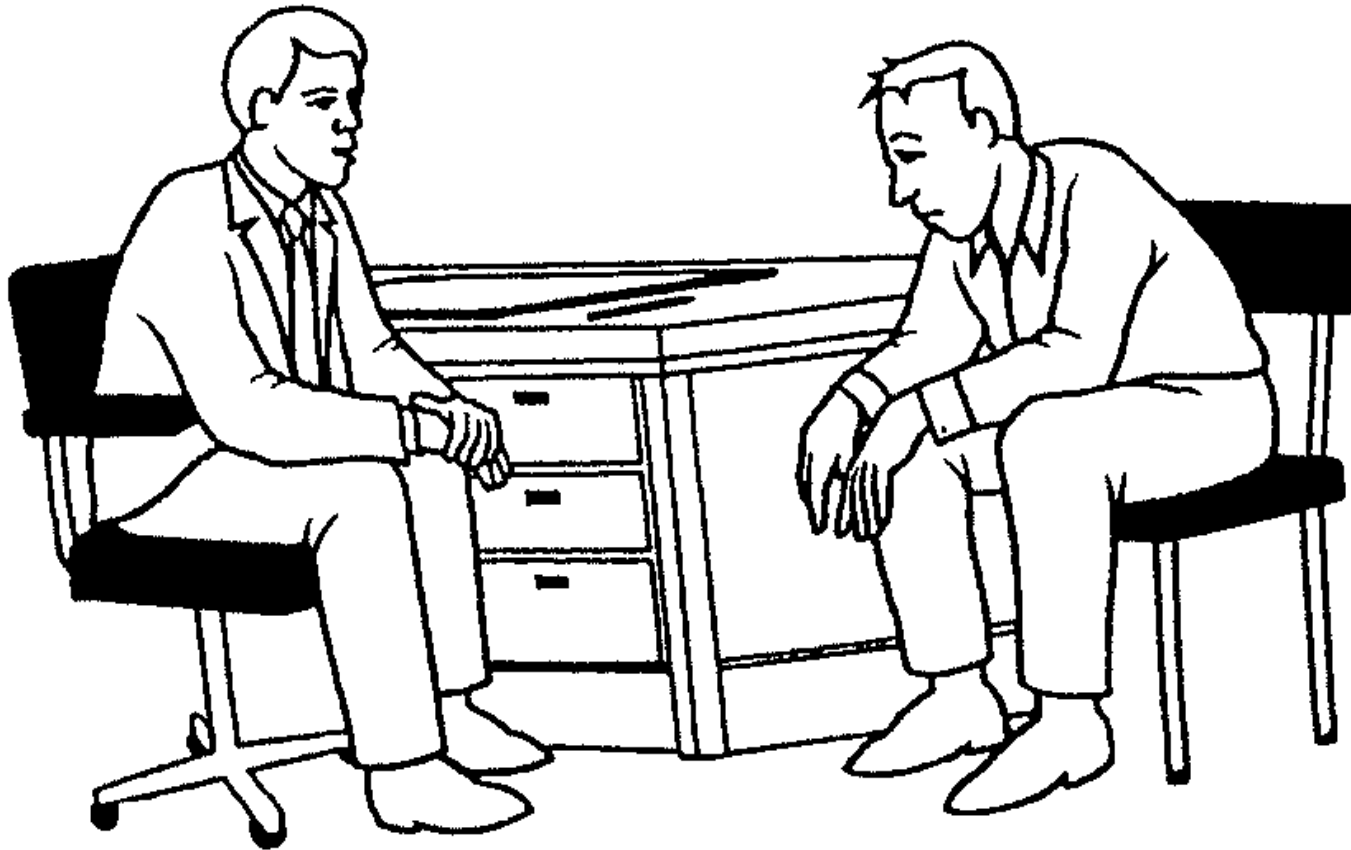
Dr. Albert Mehrabian's 7-38-55% Rule

Elements of Personal Communication

- 7% spoken words
- 38% voice, tone
- 55% body language

Picture 1. Elements of personal communication

Posture of a depressed person



Non-verbal communication

- Paralanguage (Voice effect)
- Touch
- Body language (kinesis)
- Proxemics (spatial factors)

Paralanguage

- Voice effect that accompanies or modifies talking and communicate meaning.
- Velocity of speech(fast ,slow, hesitant)
- Tone and volume
- Sighs , grunts, pauses.
- Urgency , sincerity, confidence, hesitation, sadness, and apprehension.

Body language

- study of nonverbal gestures, or body movements and their meaning as a form of communication

EYES

- Eye brows
- Forehead
- Eyes

Eye contact (1/4 of time depressed)

Shifty eyes stuttering eyes

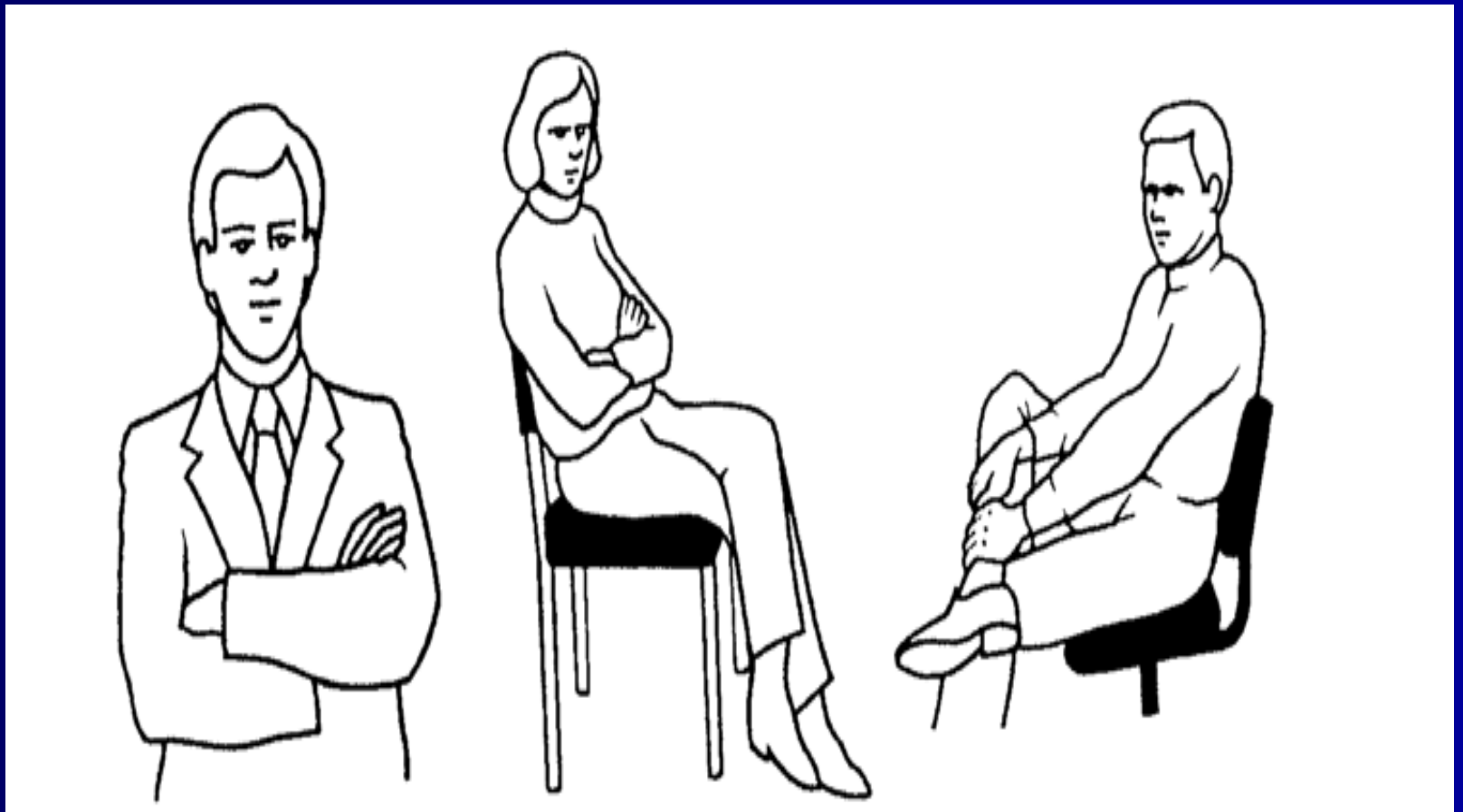
stammering eyes (cutting you off)

- Pupils dilated , constricted

Hands

- Auto-contact (protective feeling)
- Hand to hand contact (barrier)
- Droopy and flaccid with sadness
- Grasping in anxiety.
- Clenched in anger.

Barrier signals



Gestures

- Arms

crossed arms -----defensive posture

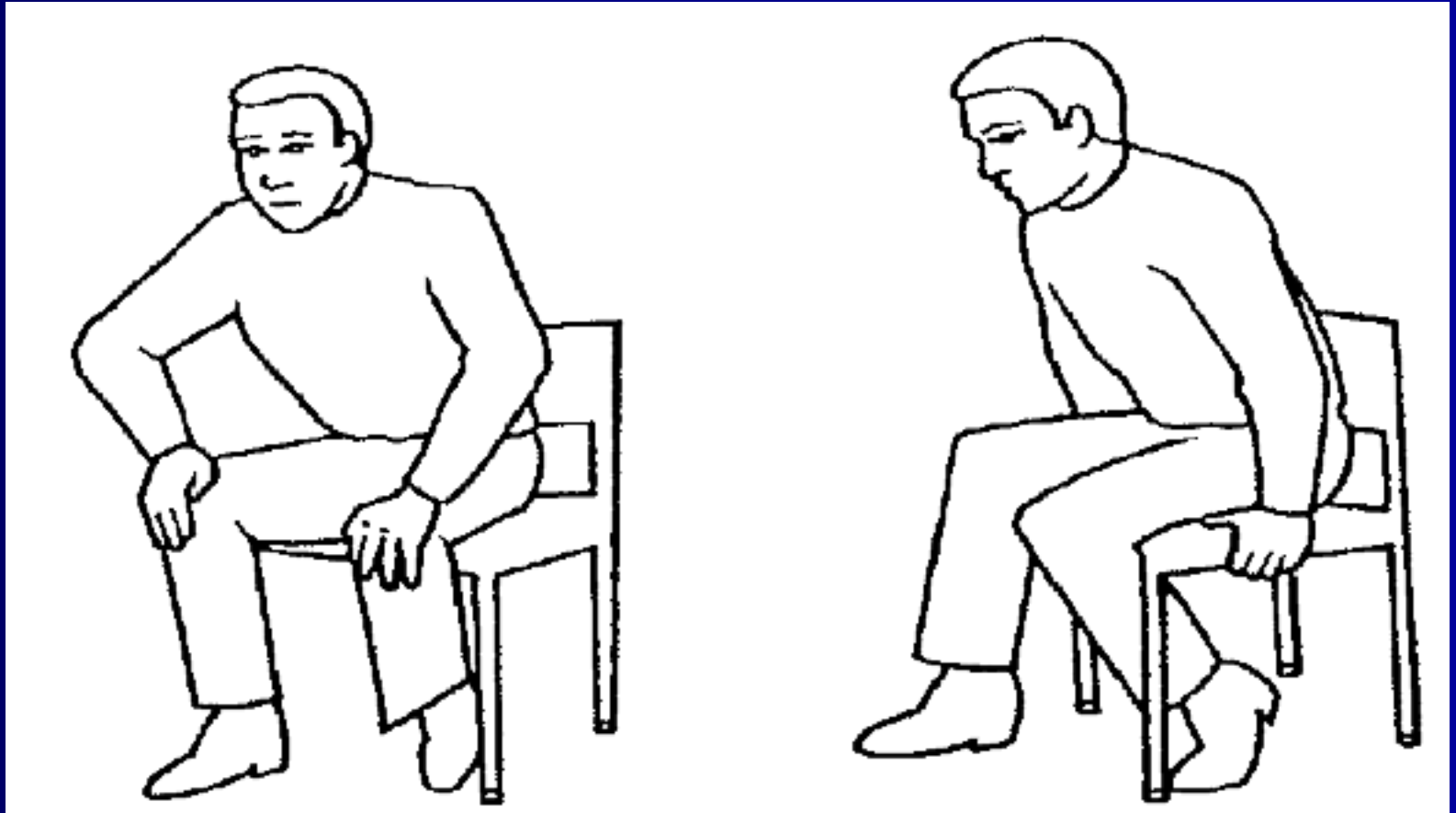
Hugging----- insecurity

- Legs

Crossing the legs-----protection against

- Nose rub throat clear lying

Readiness to go gesture



Rapport-building techniques

- Mirroring
- Pacing
- Vocal copy

Key points

- Active listening is a fundamental prerequisite for effective communication
- Paraphrasing and summarizing will emphasize that listening is occurring
- Observation of non-verbal language may be the most significant part of communication
- Good communication between doctor and patient decreases the chance of dissatisfaction

References

- Essential of Family Medicine
by Rakel
- Clinical methods by Fraser
- The Basis of General Practice
by Murtagh

Videos for

- Video 1

Body language

Applying all the rapport building techniques

- Video 2

Barrier signals, gestures

Consultation and communication skills

- depression

https://youtu.be/Cg4BbnkBavQ?list=PLpRE0Zu_k-By_X4lNa4WwYFC2MTbkDHok

https://www.youtube.com/watch?v=klfoD4cVkDY&list=PLpRE0Zu_kBy_X4lNa4WwYFC2MTbkDHok&index=3

consultation

- Cough
- Before and after

https://www.youtube.com/watch?v=tWFVT-fUafQ&list=PLpRE0Zu_k-By_X4lNa4WwYFC2MTbkDHok&index=4

Consultation

Facial pain

<https://www.youtube.com/watch?v=eRCf6mN9d3U>

Undifferentiated chest pain

https://youtu.be/Fd8_wuJPWq0

Consultation – patient centered

- <https://youtu.be/S4wWClQhZaA>

- <https://youtu.be/GYg2FeOtpSQ>

Video about communication